

Message Text

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PAGE 01 NICOSI 01202 251211Z

46

ACTION EUR-06

INFO OCT-01 NEA-09 ISO-00 EB-05 DRC-01 RSC-01 /023 W

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R 251135Z JUN 74

FM AMEMBASSY NICOSIA

TO SECSTATE WASHDC 8705

USDOC WASHDC

INFO AMEMBASSY ANKARA

AMCONSUL ADANA

AMCONSUL ISTANBUL

AMCONSUL IZMIR

AMEMBASSY TEL AVIV

UNCLAS NICOSIA 1202

COMMERCE FOR BIC RYNO/HALE FROM STEBBINS

E.O. 11652: N/A

TAGS: BEXP, CY

SUBJECT: FOOD PROCESSING AND PACKAGING TRADE MISSION

REF: NICOSIA 938

1. SUMMARY: TRADE MISSION MET MODEST YET GREATER THAN ANTICIPATED SUCCESS IN CYPRUS. ECONOMIC DOWNTURN, WHICH HAS BEEN DEVELOPING OVER PAST SIX MONTHS, NOT CONDUCIVE TO BUSINESS OPTIMISM AND CAPITAL INVESTMENT. RECENT DETERIORATION IN INTERNAL SECURITY SITUATION HAMPERED TRAVEL AND COMMUNICATIONS AND MAY HAVE DELETERIOUS EFFECT ON INCOME FROM TOURISM. YET DESPITE THESE FACTORS, MISSION REPORTED \$12,500 IN FIRM ORDERS BOOKED AND \$463,000 IN PROJECTED SALES DURING NEXT 12 MONTHS.

2. ARRIVAL OF TRADE MISSION WAS HAILED WITH ENTHUSIASM BUT UNCERTAIN INTERNAL SECURITY SITUATION DISCOURAGED MANY BUSINESSMEN FROM OUTLYING TOWNS FROM ATTENDING RECEPTION AND CONFERRING WITH MISSION MEMBERS.

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PAGE 02 NICOSI 01202 251211Z

3. THOUGH CYPRUS HAS SMALL CANNING INDUSTRY, IT HAS NO

JUICE OR VEGETABLE FREEZING CAPABILITIES AND SEEMS UNCERTAIN ABOUT FUTURE COURSE. CYPRIOT BUSINESSMEN DISPLAYED LITTLE INTEREST IN TURNKEY PROJECTS, PREFERRING TO DO IT ALL THEMSELVES. NEVERTHELESS, DAVID DAVIS OF DAVIS INTERNATIONAL DEVELOPED TWO SOLID LEADS (FREEZING PLANTS FOR VEGETABLES AND JUICES) AND PROJECTS \$200,000 IN SALES DURING NEXT 12 MONTHS. KARL GIRTON OF GIRTON MFG. CO. HAS BEEN MOST ACTIVE AND STATES THAT CYPRUS COULD WELL BE THE "SLEEPER" OF THE WHOLE TRIP FOR HIM. HE ORIGINALLY EXPECTED VERY LITTLE, BUT IF A FEW OF HIS PROPOSALS MATERIALIZE, RESULTS COULD BE SURPRISINGLY SUBSTANTIAL. ORDERS BOOKED INTERESTING; HC SOLD CODING MACHINE TO KEO BREWERY, CYPRUS' LARGEST, FOR \$6500; TAYLOR FREEZER SOLD \$6000 WORTH OF ICE MACHINES.

4. EMBASSY ARRANGEMENTS WERE OUTSTANDING IN BUSINESS ORGANIZATION, PHOTOGRAPHS, AND PERSONAL ACCOMMODATIONS. EMBASSY PERSONNEL GAVE UNSTINTINGLY OF THEIR TIME BOTH DURING AND AFTER HOURS.

5. FOLLOWING IS SYNOPSIS OF RESULTS:

ACTUAL SALES OR FIRM ORDERS BOOKED	\$ 12,500
PROJECTED SALES DURING NEXT 12 MONTHS	\$463,000
REPRESENTATION AGREEMENTS SIGNED	1
REPRESENTATION AGREEMENTS BEING NEGOTIATED	1
TRADE LEADS DEVELOPED	23

6. NO FINANCIAL OBLIGATION OUTSTANDING AND MISSION HAS NOT EXCEEDED BUDGET.

7. MISSION DEPARTED ON SCHEDULE, JUNE 23.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974NICOSI01202
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740167-0079
From: NICOSIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740616/aaaaanfw.tel
Line Count: 94
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: NICOSIA 938
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 13 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 JUN 2002 by phillir0>; APPROVED <11 JUL 2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOOD PROCESSING AND PACKAGING TRADE MISSION
TAGS: BEXP, CY
To: STATE COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005